Educational (Non-CME) Video

Partner with the AAFP to deliver a branded, non-CME educational video that combines sponsor-developed content with expert clinical perspective on your product or therapeutic area.

Summary:

The AAFP will augment a sponsor-provided video with a family physician Q&A at the end, offering meaningful context and relevance for family physicians. Sponsors are encouraged to provide and prep a physician (ideally, a family physician) as their subject matter expert for the AAFP-facilitated recording, pending AAFP approval.

Opportunity:

The sponsor will submit their existing 15-20 minute video for AAFP/family physician review. Once approved, the AAFP will facilitate the 10-minute Q&A recording and package the sponsor-provided video with the Q&A.

The recorded video will be available on the Sponsored Educational Resources page for one year. The video can be branded and mention a product or service.

Sponsor provides video content of 15-20 minutes in length, one expert guest (preferably a family physician), graphics and visuals

Sponsor Benefits:

The sponsored educational video will be promoted in the following ways:

- Posted as a featured resource for 30 days on the AAFP Sponsored Educational Resources page
- Highlight for 60 days on the clinical or practice page of the AAFP website that most closely connects to the video content
- Three organic social media posts on AAFP channels
- Social media messaging provided to the AAFP's chapters for use on their channels
- Promoted in Family Medicine Today, a daily e-newsletter reaching approximately 60,000 family physicians

Estimated Cost: $25,000